AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and WTHR - TV I		Date : 03/22/2013							
I, <u>Rebecca He</u> do hereby reque	rrigel st station time conce	rning the foll	owing issue:						
			,						
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks				
	SE	E AT	ГАСН	ED					
Date of First B	roadcast: 03/26/201	3	Date of Last l	Broadcast: 04/07/2	2013				
Total Char	ges: \$******65,9	909.00 NET							
This broadcast t	ime will be used by:	Mayors Aga	inst Illegal Gu	ns Action Fund					
	rogramming (i elating to any								
	☐ Yes			✓ No					

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importance," list the name of the	cates a message relating to any polit legally qualified candidate(s) the proe(s) of the election(s) (if applicable)	ogramming refers to, the
For programming that "communic importance," attach Agreed Upon	eates a message relating to any politi Schedule (Page 3)	cal matter of national
I represent that the payment for the	ne above described broadcast time ha	as been furnished by:
and you are authorized to annound furnishing the payment, if other th	te the time as paid for by such perso an an individual person, is:	n or entity. The entity
a corporation; a commi	ttee; \square an association; \square or oth	ner unincorporated group.
The names, offices, and addresses agents of the entity are named below	of the chief executive officers, direction (may be attached separately):	ctors, and/or authorized
THIS STATION DOES NOT DISCRIM OF RACE OR ETHNICITY IN THE PL	MINATE OR PERMIT DISCRIMINATION ACEMENT OF ADVERTISING.	N ON THE BASIS
reasonable attorney's fees, that ma advertisement(s). For the above-st	mless the station for any damages or y ensue from the broadcast of the ab ated broadcast(s), I also agree to preclivered to the station at leastoadcasts.	ove-requested pare a script,
TO BE SIGNE	D BY ISSUE ADVERTISER	
03/22/2013	lem get 770-42'	7-0735
Date Sig	gnature Co	ontact Phone Number
TO BE SIGNE	D BY STATION REPRES	SENTATIVE
☐ Accepted	Accepted in Part	☐ Rejected
Signature	Printed Name	Title
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STATION ISSUE ADVERTISING INFORMATION SHEET

(To be filled out and kept on file for public inspection)

To:

Nancy Lavely

Station:

WTHR

From:

Shepard Ritzen

Date:

3/25/2013

Agency:

DCI Group

Address:

1828 L St NW

Suite 400

Washington DC 20036

Phone#:

202-329-2150

Fax#:

Contact:

Beneva Schulte

Issue:

Mayors Against Illegal Guns Action Fund

Proposition: EDUCATE POLICY MAKERS, AS WELL AS THE PRESS AND THE PUBLIC, ABOUT THE CONSEQUENCES OF GUN VIOLENCE AND

PROMOTE EFFORTS TO KEEP GUNS OUT OF

THE HANDS OF CRIMINALS

Office:

909 Third Avenue, 15th Floor

Address:

New York, NY 10022

Phone#:

212-583-6000

Executive Officer:

Arkadi Gamey

Position:

Title: Treasurer

Gun Control

Rep Order# EC'd Yes

7955628

Status New

Traffic Order#

Last Received: Printed:

Showing Buylines: All Lines 03/25/2013 11:23 AM 03/25/2013 10:54 AM

1 of S

Phone# Advertiser Product Station WTHR-TV INDIANAPOLIS, IN Estimate# **ACTION FUND** BENEVA SCHULTE) MAYORS AGST ILLG GUN

> Agency Agency C/P1/P2/E () DCI GROUP 1828 L ST NW, SUITE 400 WASHINGTON, DC 20036

Hiatus Weeks Flight Dates

03/26/2013 - 04/07/2013

Sales Office (Salesperson (Rep Firm

) BOB CAIN) PHILADELPHIA

Salesperson FAX# Salesperson Phone#

215-557-4216

-- CONTRACT COMMENT --

Fax# Buyer

LI

CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CLAUSES. NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING

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Buyline Comment: DR OZ	2P-3P	1230P-1P ine Comment	12P-1230P ine Comment:	10A-11A ine Commen	9A-10A ine Commen	F 7A-9A Buyline Comment: TODAY	F 6A-7A Buyline Comment:	530A-6A ine Comment	F 5A-530A Buyline Comment: 5A NEWS	Time
t: DR OZ		F 1230P-1P Buyline Comment: NOON NEWS	F 12P-1230P Buyline Comment: NOON NEWS	F 10A-11A Buyline Comment: TODAY 3	F 9A-10A Buyline Comment: TODAY 2	t: TODAY	t: 6A NEWS	F 530A-6A Buyline Comment: 530A NEWS	5A NEWS	Program
	:30	:30	:30	:30	:30	:30	:30	`:30	:30	Len
	\$400.00	\$350.00	\$350.00	\$300.00	\$400.00	\$800.00	\$900.00	\$500.00	\$300.00	Rate
	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	03/26-03/29	Dates
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	\$1,200.00	\$1,050.00	\$1,050.00	\$900.00	\$1,200.00	\$4,800.00	\$2,700.00	\$500.00	\$300.00	Total Cost
									 	Daypart

20 SA 8A-10A Buyline Comment: SA NEWS	19 SA 7A-8A Buyline Comment: SA NEWS	18 SA 6A-7A Buyline Comment: SA NEWS	17 TU-F 1235A- 135A Buyline Comment: FALLON	16 TU-F 1135P- 1235A Buyline Comment: TONIGHT	15 TU-SU 11P-1135P Buyline Comment: LT NEWS	14 TU-F 730P-8P Buyline Comment: JEOP	13 TU-F 7P-730P Buyline Comment: WHEEL	12 TU-F 6P-630P Buyline Comment: 6P NEWS	11 TU-F 5P-6P Buyline Comment: 5P NEWS	10 TU-F 3P-4P Buyline Comment: ELLEN	TI Day tring troyton	nyer BENEVA SCHULTE none#	Station WTHR-TV INDIANAPOLIS, IN Advertiser () MAYORS AGSTILLG GUN Product ACTION FUND Estimate#	Rep Order# 7955628 Ver# 1 Status New EC'd Yes
:30 \$600.00 03/30-04/06	:30 \$500.00 03/30-04/06	:30 \$300.00 03/30-04/06	:30 \$200.00 03/26-03/29	:30 \$500.00 03/26-03/29	:30 \$1,400.00 03/26-03/31	:30 \$1,200.00 03/26-03/29	:30 \$1,100.00 03/26-03/29	:30 \$1,200.00 03/26-03/29	:30 \$1,000.00 03/26-03/29	:30 \$500.00 03/26-03/29		Flight Dates 03/26/2013 - 04/07/2013 Hiatus Weeks	Agency () DCI GROUP 1828 L ST NW, SUITE 400 WASHINGTON, DC 20036 Agency C/P1/P2/E	Traffic Order# Printed: 03/ Last Received: 03/ Showing Buylines: All Lines
06 1 2 2	06 1 2 2	06 1 2 2	29 2 1 2	29 3 1	31 3 1 3	29 3 1 3	29 3 1 3	29 3 1 3	29 3 1 3	3 1 3	Weeks		Rep Firm Sales Office () PHIL. Salesperson () BOB	: 03/25/2013 11:23 AM d: 03/25/2013 10:54 AM All Lines
\$1,200.00	\$1,000.00	\$600.00	\$400.00	\$1,500.00	\$4,200.00	\$3,600.00	\$3,300.00	\$3,600.00	\$3,000.00	\$1,500.00	Spots	215-557-4216 Total Cost) PHILADELPHIA) BOB CAIN	2 of 5

Daypart

31	30	29	28	27	26	25	24	23	22	21	!	LT Ln	Buyer Phone# Fav#	Station Advertiser Product	Rep Order# EC'd Yes
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M-F Buyli	M-F Buyli	M-F Buyline	M-F Buyline	SU 1 1 Buyline	SU 1 Buyline	SU Emyline	SU Buyline	SU 6 Buyline	SU Buyli	SA-SU Buyli		Day	BENEVA SCHULTE	THR-TV INDIA () MAYOR ACTION FUND	7955628
7A-9A Buyline Comment:	6A-7A Buyline Comment:	530A-6A ne Comment:	5A-530A ne Comment:	1130P- 1205A ne Comment:	10A-11A ne Comment:	8A-9A ne Comment:	7A-8A ne Comment:	6A-7A ne Comment:	530A-6A Buyline Comment:	SU 6P-630P Buyline Comment:		Time	HULTE	WTHR-TV INDIANAPOLIS, IN r () MAYORS AGST ILLG GUN ACTION FUND	Ver#
:: TODAY	: 6A NEWS	:: 530A NEWS	:: 5A NEWS	: SPORTS JAM	MEET THE	: SU NEWS	SU NEWS	: SU NEWS	CHRIS	SA-SU E.		Program		ILLG GUN	1 Status
		V.		M	PRESS				MATTHEWS	NEWS					New
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\$800.00	\$900.00	\$500.00	\$300.00	\$350.00	\$500.00	\$500.00	\$400.00	\$150.00	\$70.00	\$600.00	1	Rate	03/26/2013 - 04/07/2013	() DCI GROUP 1828 L ST NW, SUITE 400 WASHINGTON, DC 20036	S
04/01-	04/01-04/05	04/01-04/05	04/01-04/05	03/31-04/07	03/31-04/07	03/31-04/07	03/31-04/07	03/31-0	03/31-0	03/30-0	1	Dates	2013		Printed: 03. Last Received: 03. Showing Buylines: All Lines
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თ	ω	נו	ц	2	N	N	N	N	N	N	1	Total Spots	215-557-4216) PHILADELPHIA) BOB CAIN	
\$4,800.00	\$2,700.00	\$500.00	\$300.00	\$700.00	\$1,000.00	\$1,000.00	\$800.00	\$300.00	\$140.00	\$1,200.00	1	Total Cost	216	АІН	3 of 5
											1	Daypart			

42	41	40	39	38	37	36	35	34	ω ω	32		Fax# LT Ln	r e#	Station WT Advertiser (Product A	Rep Order# EC'd Yes
M-SU Buylir	M-F Buyline	M-F Buylir	M-F 6 Buyline	M-F Buylin	M-F Buylin	M-F Buyline	M-F 1 Buyline	M-F 1 Buyline	M-F Buylin	M-F Buylin		Day	BENEVA SCHULTE	THR-TV INDIA () MAYOF ACTION FUND	7955628
U 11P-1135P Buyline Comment:	730P-8P ne Comment:	7P-730P Buyline Comment:	6P-630P	5P-6P Buyline Comment:	3P-4P Buyline Comment:	2P-3P e Comment:	1230P-1P e Comment:	12P-1230P e Comment:	10A-11A Buyline Comment:	9A-10A Buyline Comment:	 	Time	IULTE	WTHR-TV INDIANAPOLIS, IN () MAYORS AGST ILLG GUN ACTION FUND	Ver# 1
LT NEWS	JEOP	WHEEL	6P NEWS	5P NEWS	ELLEN	DR OZ	NOON NEWS	NOON NEWS	TODAY 3	TODAY 2		Program		TG GUN IN	Status New
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\$1,400.00	\$1,200.00	\$1,100.00	\$1,200.00	\$1,000.00	\$500.00	\$400.00	\$350.00	\$350.00	\$300.00	\$400.00	1	Rate	03/26/2013 - 04/07/2013	() DCI GROUP 1828 L ST NW, SUITE 400 WASHINGTON, DC 20036	Show
04/01-04/07	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05	04/01-04/05		Dates	Ç3		Printed: 03/ Last Received: 03/ Showing Buylines: All Lines
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\$4,200.00	\$3,600.00	\$3,300.00	\$3,600.00	\$3,000.00	\$1,500.00	\$1,200.00	\$1,050.00	\$1,050.00	\$900.00	\$1,200.00		Total Cost	216	HIA	4 of 5
											 	Daypart			

					Buyer Phone# Fax#	Station Advertiser Product	Rep Order# EC'd Yes
44		43	1	Ln		WT er (ler# Yes
MIF	Buyli	M-F	 	Day	BENEVA SCHULTE	THR-TV INDIAI () MAYOR ACTION FUND	7955628
1235A- 135A	Buyline Comment: TONIGHT	1135P- 1235A		Time	HULTE	Station WTHR-TV INDIANAPOLIS, IN Advertiser () MAYORS AGST ILLG GUN Product ACTION FUND	Ver#
	t: To		ļ	Pro		S, IN	-
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04/01-04/05		04/01-04/05		Dates	<u>u</u>		Printed: 03 Last Received: 03/ Showing Buylines: All Lines
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н		Д	1	# of Weeks	Phone# FAX#		23 AM 64 AM
2		ω	1 1	Total Spots	215-557-4216	PHILADELPHIA BOB CAIN	
\$400.00		\$1,500.00		Total Cost	4216	РНІА	5 of 5
			!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!	Daypart		,	

-- REPORT TOTALS--

Buyline Comment: FALLON

Report Totals: 118 / \$77,540.00

--SALES MONTHLY TOTALS--

Mar 13: 59 / \$38,770.00	Apr 13:	59 /	59 / \$38,770.00								
Sales Totals: 118 / \$77,540.00											
Station Totals: 118 / \$77,540.00											
Lines not sent/rcld/rtrn: 0 / \$0.00											
COMPETITIVE											
Market Totals	\$193,030	CABL	0%	ETHR	000	JTHR	0/0	UNKN	0%	WALV	0/0
		HSIW	25%	MNDY	ω ₀ 10	WRTV	15%	WTHR	40%	WITV	0/0
		NIXW	16%								

--- COMPETITIVE COMMENTS---

NEW ORDER. EST SHARE

Books MAY13 Demos RA35+